EWA

EXCEPTIONAL WOMEN ALLIANCE

2023

EWA Impact Report

WWW.EXCEPTIONALWOMENALLIANCE.COM

Exceptional Women Alliance
1880 Century Park East, Suite 200
Los Angeles, CA 900067
310--678-1499 Mobile-Larraine Segil
Lsegil@ExceptionalWomenAlliance.com
Copyright 2023 EWA All Rights Reserved ©

Table of Contents

Letter from the Founder, Chair and CEO	2
Letter from the CFO	3
The Value Of The EWA Network	4
Strategic Highlights	5-6
EWA's Rising in Their Careers	7-15
EWA's Industries (in part)	16
EWA in Forbes	17
What is EWA's Secret Sauce?	18
Reflections by EWAs	19-22



Cohort 15 Launch

Copyright 2022 EWA All Rights Reserved ©

Letter from our Founder, Chair and CEO

To our EWAs, Donors, Board, Advisory Board, Friends and Supporters:

It has been 5 years since we created our 501C3 nonprofit and launched our first Cohort in June of 2018. From that modest beginning we now have 130 women leaders who call EWA home. You will see from the comments by our EWAs in the last pages of this report, that EWA has been transformational for them.

It has also been transformational for me.

EWA is no longer just my legacy. It is the legacy of every one of the women in the sisterhood, who pass on their wisdom and caring advice, their time, talent and treasure to their sisters.

Our Mentor Liaisons who now comprise close to 50% of all the women in the sisterhood, mostly donate their travel expenses and certainly their time and talent to lift up, educate, enable and inspire their fellow EWAs. They mentor them every two weeks for the 12 months of the program, and when they become alumnae, regularly for the rest of their lives. They do it from their hearts, and for the love of sisterhood. There is no other nonprofit or women's leadership organization that does that. And without the Mentor Liaisons, there would be no EWA.

The major donors who support EWA are the EWAs themselves. We are immensely grateful to our Advisory Board who were the first to believe in us and commit 5 years of donations to support our launch and early years. We appreciate their continued and much appreciated support. They have now been joined by our very own EWAs who donate constantly to support our mission and subsidize (anonymously) those women who cannot afford the program donation. This has now become their mission.

As our EWAs see the progress and increased happiness of the women that they mentor and help, they establish their own legacies. It is a cycle that never stops giving - and so brings joy to all who participate in EWA.

I am immensely grateful to each one of our supporters, donors, and our EWAs - and feel honored to learn from each of you every day of my life. Thank you for giving me the privilege to serve you.

With love
Larraine Segil
Founder, Chair & CEO EWA



Copyright 2023 EWA All Rights Reserved ©

Letter from our Board Member and CFO

To our EWAs, Donors, Board, Advisory Board, Friends and Supporters:

I have had the honor of being the CFO and a Board member of EWA for the past year. I joined EWA two years ago and with the significant emotional, time and intellectual investment of my sisters, in the past year I have transformed my life for the better. Opportunities I could not have dreamed of, have come to me due to the support and advice that I have received through EWA.

When I became the CFO, I saw many ways to offer service and support the organization.

We have systematized our financial processes, brought in support staff to help with the day-to-day financial activities, and working with our accounting firm Gerber and Co, who have donated their services to us since inception, we have streamlined activities to be efficient and provide clarity to our Board and EWAs.

I am pleased to report that the organization is financially healthy and has a sustainable model for meeting its reserve goals. Our operating budget for 2023 was established to ensure a conservative approach that has easily been achieved thus far for 2023. We are performing ahead of schedule with our Budget vs Actual being 20% below budget.

Currently, the organization has 3 years' worth of reserves in place in the event there are catastrophic economic events that slow our current recruitment levels, like a 2008-level economic crisis or another pandemic when we could have trouble finding qualified women who can make the program donation. Since these risk scenarios could last for a couple of years, we are prepared to weather such storms.

We are investing in our website which provides a critical part of our MENTOR process to provide a more efficient and effective search function. We are also adding two more staff resources to support our growing alumnae group and our operations as we grow.

One of our EWAs, Regine Lawton has become our volunteer CTO/CSO and is supervising the overhaul of the website and our security protocols, with our thanks.

I am honored to be able to continue to contribute to EWA.

With gratitude

Ena Hull
CFO EWA
CEO Ventana Partners



Copyright 2023 EWA All Rights Reserved ©

The Value of The EWA Network

Throughout the years, the women in the growing EWA Sisterhood have developed bonds that will last a lifetime. Whether it be supporting one another as they reach their monthly Milestones and Annual Big Goals or celebrating each other's successes, each EWA shares in a dynamic & collaborative sisterhood of exceptional women.

This year the network was invaluable to many women in so many ways - here are just a few - women who:

- Changed jobs and leaned on their sisters for Employment Law, Executive Search, C level Compensation and Positioning, and Negotiations as well as transition support while moving from one career role to another.
- Were enabled by one-on-one counseling from the sisterhood to reframe their Bios for Board Appointments
- Referrals were made to EWAs for appointments onto Boards (Advisory, Private and Public)
- Some received advice and support with family illnesses and referrals from our medical professionals; referrals for legal support from our legal professionals; general business advice from all and more.
- EWAs made referrals to Private Equity companies, Wealth Managers, Investment Banking firms, VCs, outside the sisterhood.
- EWAs who needed support from and were referred to a variety of consultants and advisors outside the sisterhood.
- And so much more - EWAs are always at work supporting each other - the more we give the happier we are - we are a sisterhood of givers from the heart.

Copyright 2023 EWA All Rights Reserved ©

Strategic Highlights

EWA has achieved some impressive accomplishments since Larraine created The Larraine Segil Scholars (LSS) in 2012 and organized EWA as a 501c3 in August 2017. Through your generous support, EWA is Changing Lives, One Woman, At A Time.



16

COHORTS LAUNCHED

Between June 2018 and September 2023 we have successfully launched 16 Cohorts. By the end of 2023 we will be 125 women in our network. Cohort 17 (January 2024) is filling up. The quality of our EWA candidates is consistently high.



Multiple

DEFERRED DONATIONS

We continue to secure funding to defer program donations for a number of EWAs whose companies would not or could not sponsor them, or who could not sponsor themselves. This includes both Public and Private Sector women who are anonymously supported by our Foundation. As we continue in our Charitable and Educational missions to enable high level women to rise in their careers, we continue to raise donations to reach our fundraising goals which include sustainability for EWA by 2028 ($5 million will be needed in an endowment fund to support an Executive Director and staff). The fund is at $2M in September 2023.

Copyright 2023 (C) EWA All rights reserved

Strategic Highlights

32

NEW CANDIDATES ARE ACCEPTED ANNUALLY

We launch 4-5 cohorts and accept a minimum of approximately 32-40 candidates annually.

The 2023 McKinsey Report on Women in the Workplace says women are more ambitious than ever and want promotion. We are mentoring our EWAs to make that happen - one woman at a time.



80%

OF OUR EWAS HAVE REALIZED A CAREER ADVANCEMENT/ CHANGE/ BOARD APPOINTMENT

80% of the women in our network have realized a career advancement, beneficial change, or advisory, public or private board appointment. Through the mentorship and coaching of our unique program, the women of EWA are rising in their careers and reaching their dreams. The numbers speak for themselves and account for greater career opportunities, higher compensation, and personal fulfillment. Some of the EWAs are featured below in this report.





Copyright 2023 (C) EWA All rights reserved

EWA's Rising in their Careers



Kim Kross, Cohort 11, Chief Operating Officer, Big Blue Marble Academy helped grow her chain from 40-50 schools in the last year, to 75 by the end of 2023

Alma Derricks, Cohort 8, Advisory Board Member and Managing Director of Korn Ferry (a new position for her) was featured/wrote "Fully Remote? It could be 10% to 20% less productive."





Amy Towner, LSS,CEO of the Health Foundation for Ventura County, was featured in the **Business Times "Champions in Health Care".**

Dr. Joanna Massey, Cohort 12, was named Chairman of the Board of **TessPay** in March 2023. In November 2022 she was named Lead Director of **KULR Technology Group.** In June 2023 she was on the team of independent directors who negotiated a private equity deal that ended in the acquisition of the **Golden Globes by Dick Clark Productions & Eldridge**



Copyright 2023 EWA All Rights Reserved ©

EWA's Rising in their Careers



Jennifer Povlitz, Cohort 4, Co-Head at UBS Wealth Management was promoted to her position of Co-Head in January 2023. She was **featured in "The Top 100 Women Finanical Advisors for 2023" by Steve Garmhausen**

Breanna Stott, LSS, CEO of Finwell Benefits, was **published in Investment News Magazine.** She spoke at **Private Wealth Central States Forum in Tennessee** about the future of wealth management.





Christy Soukhamneut, Cohort 11, was appointed **Chief Lending Officer at UFCU.**



Kathy Ross, Cohort 6, took a new position as **Senior Vice President of Operations for Paylocity.**



Mary Thompson, Independent Director, was appointed to the **Board of Directors West Pack Avocado Inc on the Human Capital Committee** and to the **Board of Directors of Reiser**

Copyright 2023 EWA All Rights Reserved ©

EWA's Rising in their Careers



Amy Radin, Cohort 11, Pragmatic Innovation Partners LLC, was recognized among 15 US Executives as a **Director to Watch by *Private Company Director*.** She was also invited to **join Catalyst Constellations** as an **Advisor.**



Trish Kinane, Cohort 6, was **awarded OBE (Officer of the Order of the British Empire)** in King Charles' first New Years Honours list. She will go to Buckingham Palace in London late 2023 to receive her award.



Debbie McClure, Cohort 5, was promoted to **Head of Global Sales** at **Dropbox.**



Kirsten Hochberg, Cohort 4 was appointed to three separate boards: **East West Tea Company (Yogi Tea), KIIT, and KRE.** She is also now serving as **Chair of the Governance Committee for East West Tea Company and KIIT.**



Billie Nutter, Cohort 13, Former CEO Casamba, has been appointed to the **Board of Chordline Health**

Copyright 2023 EWA All Rights Reserved ©

EWA's Rising in their Careers



Melanie Marcus, Cohort 13 was promoted to **Chief Marketing and Customer Experience Officer** at **Surescripts.**

Kim Kopetz, Cohort 11, was appointed **Chief Operating Officer** in addition to her **President** title at **The Opus Group.** Her biggest accomplishment this year was the **acquisition** of Ireland's largest experiential marketing agency**, Verve.**





Leslie Paulson, Cohort 8, was appointed to the **Board of Directors** for **eEmphasys.**



Janelle Bieler, Cohort 1, appointed as **Division President** of the western region of **Employbridge**



Elizabeth Stephenson formely CMO Alix Partners, was appointed **CEO of Intelligent Brands**

Copyright 2023 EWA All Rights Reserved ©

EWA's Rising in their Careers



Janna Ronert, Cohort 7, Creator, Founder, and CEO at Image Skincare has been featured in **CNN "The best sustainable skin care to shop this Earth Day -- and every day"**



Dymeka Harrison, Cohort 10, was appointed **Chief Commerical Officer of Harbinger Health.**



Kristin Patrick, Cohort 14, Chief Marketing Officer at Claire's, was named as **selectee** for **#MarketingVanguard** by **Modern Retail.** She was **featured in V Magazine** on the issue for **Benetton re Families** with her daughter.



Jane Marcus, Cohort 8, celebrated the **one year anniversary** for her new **Executive Coaching** company after 30+ years of service as **Senior Client Partner at Korn Ferry**



Voviette Morgan, Cohort 4 Former Assistant Director FBI, Former Special Agent in Charge FBI Los Angeles, has been appointed **SVP Safety and Security, LA 28 (Olympics in Los Angeles in 2028)**

Copyright 2023 EWA All Rights Reserved ©

EWA's Rising in their Careers



Tabassum Zalotrawala, Cohort 6 was named **U.S. Chief Development Officer with McDonalds.**



Teresa Bailey, Cohort 14 was **selected** for **Investment New's 2023 Class of 40 under 40.**



Julia Stamberger's, Cohort 7, Planting Hope Co-Founder and CEO was named "**2023 Notable Leader in Sustainability**" by **Crain's Chicago Business**.



Janell Pittman, Cohort 13, was **appointed to the Board of Trustees** of the **Jefferson Club.**

Copyright 2023 EWA All Rights Reserved ©

EWA's Rising in their Careers



Ellen McCarthy, Cohort 10, Former Assistant Secretary of Intelligence, CEO of Truth in Media, was appointed to the **Global Board of SAP**



Susan Holliday Cohort 9, was appointed to the **Board** of **Acrisure Re,** an International Re-Insurance Broker and its Subsidiaries



Patricia O'Brien, Cohort 12, joined **UBQ Materials** as **Chief Commercial Officer.**



Kelly Jones, Cohort 16, Chief People Officer at Cisco, celebrated that a focus on Culture was the reason why Cisco was named for the second year in a row in 2023 as #1 of the top 100 companies to work for by **Fortune Magazine.** 96% of the employees at Cisco agree!

Copyright 2023 EWA All Rights Reserved ©

EWA's Rising in their Careers



Three Star General Karen Gibson, Cohort 13, Sergeant at Arms of the United States Senate, escorted the **Attorney General** as guest speaker at the **National Peace Officers Memorial.**

Melanie Chase, Cohort 11, was promoted to **Chief Revenue Officer of RTIC Outdoors.**





Angela Zutavern, Cohort 15, was featured on **"The Today Show" for "How to use AI to plan vacations".** More episodes are being filmed.

Melinda Yee Franklin, Cohort 1, formerly with United Airlines and JPMorgan Chase, and former Chair of the San Franciso Chamber of Commerce, started a new business, **Map Business Collective.**



Copyright 2023 EWA All Rights Reserved ©

EWA's Rising in their Careers



Banafsheh Akhlaghi, Cohort 14, a civil rights attorney, was selected as one of this year's **Equilar's 50 Top Diverse Board Candidates in the Nation.**

Michelle Penczak, Cohort 16, CEO and Co-Founder of Squared Away reached **No. 297 on the 2023 Inc. 5000**





Beth Bannerman, Cohort 16, Chief Engagement and Sustainability Officer at Amryis, recently wrote a chapter for a newly published book, "BioProducts: Green Materials for an Emerging Circular and Sustainable Economy."

Chantel Maina, LSS, recipient of the Larraine segil Scholarship for her 9-12 grade Private School Education, and support for her University of Cape Town degree, completed her **Bachelors of Commerce in Actuarial Science Degree.** Following this she started her new role as **Junior Actuarial Specialist at Old Mutual Limited.**



Copyright 2023 EWA All Rights Reserved ©

EWAs rejoice in their diversity of backgrounds, experiences and industries

Health Care
Bio Pharm
Software
SAAS
Medical Professionals
Food Manufacturing
Food Distribution
Legal Services
Consulting Services
Risk Advisory Tax and Accounting
Finance
Wealth management
Insurance
Security
Staffing
Manufacturing
Entertainment
Airlines
Entertainment
Communications
Public Policy Services
Auto Dealerships
Convention Management





Private Equity
Optical Technology
Higher Education
Computers
Chip Manufacture/Security
Skin Care
Restaurants and Services
Tea
Pumps and Compressors
Supply Chain Parts Optimization
Real Estate Development
Real Estate Technology
Real Estate Services
Oil and Energy Industries
Banking
Financial Services
Mortgage Lending
Safety Science Services
Executive Search
And more.....

Copyright 2023 EWA All Rights Reserved ©

EWA was Featured in Forbes

During The Great Breakup, Women Must Mentor Women In The Workplace



Larraine Segil, Founder EWA, was featured in **Forbes**

Over 50% of our EWAs are trained and certified as MENTORS to their peers in EWA



Some of our EWAS at our recent annual EWA Retreat

Copyright 2023 EWA All Rights Reserved ©

What is EWA's Secret Sauce?

- Mentoring Support for each EWA, by Peer EWAs, for life - both personal and professional
    - EWAs convene Volunteer SWAT Teams* as needed for EWA's who need professional and personal counsel and support. This adds up to at least one Volunteer SWAT team at work within the network weekly.

*SWAT TEAMS: a selection of EWAs with domain expertise that a sister EWA is in need of e.g. Board, Legal, Personal, HR, Family, Medical, Business Challenges, Equity, M&A and more. The Mentor requests those in the network with the appropriate expertise to be available for consultation (donating their time and talent to do so)



Copyright 2023 EWA All Rights Reserved ©

Reflections by EWAs about the value of the sisterhood

Voviette M:

Safe haven – unexpected sisterhood – broad spectrum of women – an absolute delight and every time I am with my sisters, I am better for it; candid honest feedback and extremely meaningful.

Stephanie A:

EWA gave me the time space and opportunity to examine all facets of my life without judgement to imagine a better life and to develop an action plan with support, the intellectual capital and the network of the EWA sisterhood.

Elisa B:

Has changed the way I look at the world and the support and insights and learning is constant. It's about the love – you cannot find this anywhere else – you belong from the day you start – it has changed my life.

Charlotte F:

EWA changed the trajectory of my career and literally changed my life.

Ellen M:

Appreciate Larraine's vision to communicate to women across the private sector from women in govt – we have the same skills and ties and goals – in my cohort I was the only govt person but I ran a $15billion and 15000 person organization – it's a chance to learn that you have run the equivalent of a Fortune 500 company - running strategy, budgets, people and operations and you can and should talk about it that way – once I made that flip it helped the whole cohort of business women to see what we as govt women add to the game. None of the board (SAP Global) or academic positions (Harvard Fellowship) that I have just received would have happened without EWA- the way the sisterhood has helped me think about myself and my capabilities to reach for the stars and the support and advice all the way.

Joanna M.

Larraine has a magic ability to match people in cohorts – and that magic has now translated to others in the sisterhood so that the sisterhood is incredibly diverse. It was not about sharing my stuff – I thought of it as another networking and business thing. As I worked with my ML I refined what I wanted in board service. I was on two boards and was not lead director and not chairman. Now I am on three and am lead director on one and Chairman of another. EWA enabled me to refine what I wanted and to manifest that – the affirmations, the intentionality, the focus and the connections. I had never seen the path for myself so clearly before.

Copyright 2023 EWA All Rights Reserved ©

Reflections by EWAs about the value of the sisterhood

Ena H:

I cannot begin to describe the transformation that takes place – your MENTOR with bi weekly calls – very special relationship – when I look back at the year and the mentor relationship you begin to realign what is important to you – post graduation you find in that relationship process we will drop whatever we need to do to take care of our sisters – and ask you become a Mentor so that their cohorts become part of your close group and the love continues to go on..

Anita S:

I am exactly where I want to be. Thanks to EWA and my EWA sisters. I know I was ready for change, but it was the sisterhood and guidance that did the trick. I am in a good place and I'm getting excited for the next chapter. I've got a lot of runway left! EWA is a support system like no other and there is magic in the sisterhood that has been created. I know for me it has already changed my life for the better and I look forward to passing what I have learned and experienced by mentoring other women.

Jeri H:

I found my tribe in EWA.I didn't need career help or another network – it was about a personal sisterhood that is so hard to find. This is so different from Vistage and WPO – it's a real sisterhood where all of us can be vulnerable and not consider it a sign of weakness.

Christy S:

Women who never say to me 'you work too much' – as we all do and that's ok. Incredible women that I would not have otherwise met.

Amy T:

I will never be alone for the rest of my life – the sisterhood is for life.

CK:

Support, joy, a sense of belonging

Amy H:

EWAs are the muses that finally got the BIG IDEA to pop out of my head and the confidence to roll out a startup company.

LP:

High-quality diverse women to be my thought partners in life

NM:

Deep connections and the generosity of spirit that is almost unconditional support to help in whatever challenge may be in front of me.

Copyright 2023 EWA All Rights Reserved ©

Reflections by EWAs about the value of the sisterhood

Kelly C:

What I didn't expect was the level of trust to talk about the things I never talk about to anyone. I realized I was in a very tough work situation and having my cohort as partners was so key and the opportunities that emerged for me. My EWA sisters helped me be brave and confident in doing something different.

Sejal P:

There is genius behind the pairing of the MLs – Ena my ML has been amazing and is my role model. Three main takeaways – I have gained a sense of self-worth and self-respect knowing where you are valuable and not settling for less. I have learned to say no. I have clarity of purpose – life stage, family need, my need, fun. I am also having more fun – I am a real nerd – so I have learned to have more fun. I have the deepest gratitude to EWA.

Danielle P:

It's been a year of self-discovery. And I am coming out of it happier than I have ever been.

Gia D:

I didn't expect what I got – I expected a business thing and I found self-respect and realized the value I bring to a situation. I have always been the 'helpful' one and realized through EWA that I don't need to do that. I can be strategic not helpful. My ML Amy HR makes me cut out the nonsense and get to the important stuff.

SS:

I have an array of women, most of whom I don't know personally because they weren't in my cohort, but they are still willing to step up for any help I need, anything I ask for, no questions asked. It is a network of women dedicated to each other personally and professionally.

D.H.

EWA's mission has been a guiding light in my life, personally and professionally. Their unwavering commitment to addressing the gender gap in leadership and providing holistic coaching has empowered countless women to reach new heights. As Larraine Segil's legacy, EWA stands as a testament to the power of women supporting women on the less traveled road to success. EWA is not just an organization; it's a community of peers - sisters dedicated to nurturing and uplifting each other on the journey to leadership and life fulfillment. I feel privileged to belong to a sisterhood of resilient, altruistic, and empowered women who grasp the intricacies of leadership in our current era. The mentorship and coaching I've received have been transformative, enriching both my leadership skills and personal growth.

Copyright 2023 EWA All Rights Reserved ©

With Grateful Thanks to our Advisory Board, Donors, Supporters and especially the Women of EWA

EWA opens the door to the music in our lives.

When an EWA lights the candle of mentorship for a peer, she passes on enlightenment as well as light, warmth, and joy. Her own candle still glows as brightly as before.
EWA is made up of 130 women leaders, growing by no more than 40 a year. Our EWA candles contribute happiness for all.

A quote from an EWA:
I am truly happy in ways I have not been for decades. Thank you, EWA!
(J.P September 2023)

Copyright 2023 EWA All Rights Reserved ©